

CLAIMS

What is claimed is:

- 1 1. A method for advertising in a network-based supply chain management
2 framework, comprising:
3 a) receiving data from a plurality of stores of a supply chain utilizing a network;
4 b) allowing a supply chain participant to access the data utilizing a network-based
5 interface;
6 c) analyzing the data being accessed by the supply chain participant; and
7 d) advertising to the supply chain participant in accordance with the analysis.
- 1 2. The method of claim 1, wherein the network includes the Internet.
- 1 3. The method of claim 1, wherein the supply chain participant includes at least one
2 of a supplier, a distributor, and a store.
- 1 4. The method of claim 3, wherein the advertising advertises the sale of products
2 required for the production of the goods produced by the stores.
- 1 5. The method of claim 3, wherein the advertising is conducted by at least one of the
2 supply chain participants.
- 2 6. The method of claim 1, wherein a charge is required for the advertising.
- 1 7. A system for advertising in a network-based supply chain management
2 framework, comprising:
3 a) logic for receiving data from a plurality of stores of a supply chain utilizing a
4 network;

- 5 b) logic for allowing a supply chain participant to access the data utilizing a
6 network-based interface;
7 c) logic for analyzing the data being accessed by the supply chain participant; and
8 d) logic for advertising to the supply chain participant in accordance with the
9 analysis.

1 8. The system of claim 7, wherein the network includes the Internet.

1 9. The system of claim 7, wherein the supply chain participant includes at least one
2 of a supplier, a distributor, and a store.

1 10. The system of claim 9, wherein the advertising advertises the sale of products
2 required for the production of the goods produced by the stores.

1 11. The system of claim 9, wherein the advertising is conducted by at least one of the
2 supply chain participants.

1 12. The system of claim 7, wherein a charge is required for the advertising.

1 13. A computer program product for advertising in a network-based supply chain
2 management framework, comprising:

- 3 a) computer code for receiving data from a plurality of stores of a supply chain
4 utilizing a network;
5 b) computer code for allowing a supply chain participant to access the data utilizing
6 a network-based interface;
7 c) computer code for analyzing the data being accessed by the supply chain
8 participant; and
9 d) computer code for advertising to the supply chain participant in accordance with
10 the analysis.

- [illegible]